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62.25

Spec. Price list

1926



A. E. KUNDERD

The Originator of the

RUFFLED AND THE LACINIATED  
GLADIOLI

Goshen, Indiana



To You, My Flower Friend  
I send this message-

-with the hope that it will help you find joy and pleasure as I have found them, in the growing of Gladioli, the flower supreme.

Through all my years I have loved flowers, especially Gladioli, and probably as a reward for my interest in them and the tender, patient care I have given them, I have been unusually successful in developing varieties that are unmatched for colorings, types and size of blooms.

For more than forty years I have studied the culture of Gladioli. I have worked with them, and among them, and by breeding and crossing the very few then known families I brought forth many new and striking varieties and originated the only races of Gladiolus that have ever been produced in America. Today KUNDERD GLADIOLI are being grown everywhere by private individuals for their own pleasure and by professional growers for commercial purposes.

For a limited time, in fact only until March 10th, no later, I make this special offer so you can see for yourself, in your own flower garden, what KUNDERD GLADIOLI really are.

My plan is this. Tell me to forward whichever selection you feel best able to afford just now. Plant them for your next summer pleasure. When they bloom, should you feel at all dissatisfied, tell me and I will make you satisfied. Here are the selections I offer at, as you will notice, about one-half to one-third their actual value. Sent prepaid, safe arrival guaranteed.

12 Bulb Selection Total Value \$ .75 for the small sum of 35¢.  
20 Bulb Selection Total Value \$1.25 for the small sum of 50¢.  
48 Bulb Selection Total Value \$3.00 for the small sum of \$1.00.

This is without doubt the most liberal offer you have ever received because it enables you to grow KUNDERD GLADIOLI for so little money. As my offer lasts for only a short time, it would be better for you to slip coins in the holder which I enclose and mail it with the order form, today.

You will be glad you didn't overlook this opportunity.

Sincerely yours,

*A. E. Kunderd*





# Get KUNDERD GLADIOLI Now, at these Money-Saving prices



## Youthful Impressions

Among the things that children should be taught in their earliest days is the art of beautifying the home and its surroundings. Teach them the art of gardening and the education will be valuable. Do not overlook that they should have a quantity of KUNDERD GLADIOLI in their garden, and help them get started. They will appreciate and enjoy such a gift, besides they will have a beneficial occupation when working at that. Children enjoy work when it is in the form of play.

October 1, 1925.  
Dear Mr. Kunderd:  
You will recall I told you of my son winning the American Gladiolus Society trophy at this year's amateur show held by the local garden society, and his exhibit contained all of your varieties with the exception of one.  
Sincerely yours,  
J. C. Rugenstein, Indiana

## The All-Purpose Flower

Make your home more beautiful and attractive with the adornment of Gladioli.  
Fresh-smiling Gladioli can be used in almost countless kinds of bouquets, vases and baskets. The late Gladioli shows have demonstrated uses of Gladioli which show them to be the most adaptable of all flowers in decorating the home or places of public gatherings.  
This basket bouquet shows but one of many, many styles of arrangement.



The gladiolus has become very popular with florists for decorative purposes and is now universally considered the all-purpose flower. It is appropriate for all occasions from the cradle to the grave and is unique in the fact that almost any color can be used for any occasion. I have never seen a more beautiful "bride's bouquet" than the one you displayed at the American Gladiolus Society show at Rochester, made up of the variety "Marie Kunderd." It was truly exquisite.

Having had the opportunity to see your collection of most remarkable new lacinated varieties, I feel that this new race may easily take the place of orchids and will be more practical on account of the easy culture compared with the difficulty in producing orchids.  
December, 1925. C. R. Hinkle, Ex-Pres. Am. Glad. Socy., St. Joseph, Mich.

*Flowers* speak a universal language. They know neither creed, color nor caste, but give all to all alike. All flowers are beautiful—even the joyous wild flowers which come to us unheralded and unasked are grand. But through infinite patience in the development some flowers have become more magnificent than others.

The Gladiolus is the finest example we have of the development and culture of flowers. The Gladiolus has emerged from obscurity to world popularity.

Today, wherever flowers are best understood and most loved, you will hear Gladiolus admiringly referred to among the finest of all.

With the fullest measure of modesty and yet with due pride, I am grateful that the name Kunderd has been so conspicuously linked with the development of the Gladiolus and its rise to the king place in the flower kingdom.

Kunderd Gladioli are truly magnificent, because each Gladiolus bearing the name Kunderd is the

result of years and years of patient study and the tenderest care by one who loves them. I have made Gladioli my life's work and have concentrated my every effort to making the Gladiolus the most strikingly beautiful flower in all the world.

And now I offer to you at special prices, bargain prices, if you will, genuine Kunderd bulbs so you may demonstrate for yourself the joy and happiness of growing these wonderful flowers.

Raise them, care for them, love them. They will take your mind off your troubles. They will give you a most wonderful hobby; they will repay you in countless ways, many, many times over.

## Choose One of these Assortments Today They are Extra Special

COLLECTION No. 500 TWELVE BULBS 35¢ \$0.75 value, only - - -  
COLLECTION No. 501 TWENTY BULBS 50¢ \$1.25 value, only - - -  
COLLECTION No. 502 FORTY-EIGHT BULBS \$1 \$3.00 value, only - - -

The bulbs offered here are a general assortment of colors from thousands of varieties. They are about 3/4 inch in diameter, and will give beautiful blooms the first season, but will do their best the second and following years.

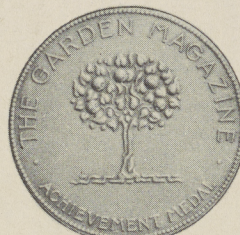
Because of the large number of orders that will come from this greatly underpriced Gladiolus bulb offer, I cannot promise to acknowledge receipt of each order, nor can I tell you shipping date. All orders will go forward to reach buyers in plenty of time for the planting season, and shipping will start as early as weather conditions safely permit.

## This Special Offer Closes March 10th

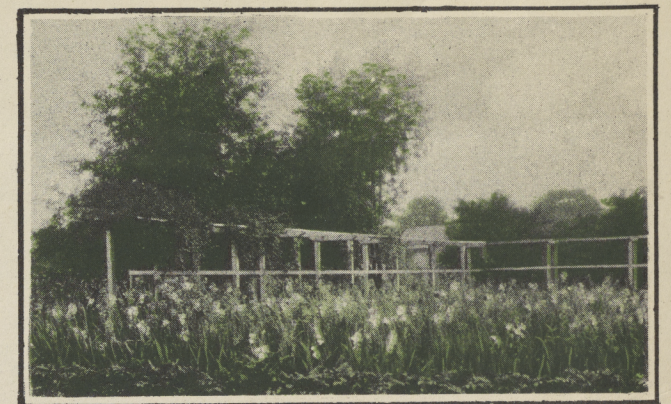
Remember, the object of this special offer is to get more people better acquainted with KUNDERD GLADIOLI. Kunderd Gladioli easily lead the world in variety, colorings and grandeur. Whenever a representative collection of KUNDERD GLADIOLI is shown they always take the highest awards. This is a special offer—at lowest possible prices. Why not order today? Use the handy coin container and return envelope now while you think of it. You will always be glad you did.

# A. E. KUNDERD

The Originator of the Ruffled and the Lacinated Gladioli  
GOSHEN, INDIANA



The Garden Magazine Achievement Medal awarded to Kunderd Gladioli at the A. G. S. Show, Rochester, N. Y., August, 1925.



## Read the Accompanying Interesting Testimonial

Four years ago I started here without a cent and only a few bulbs and now I own a little place in Mansfield and have a fine 50-acre farm here with good buildings, and almost all paid. I made enough on "Norton," "Orange Glory" and "Mary Fennell" to pay over one-half of this place. So you see what Kunderd's varieties have done for me.  
Respectfully yours,  
John Zeestraten, Mass.

## Grow Gladioli for Profit

Attractive profits can be made growing Gladioli. Many people living on some good highway or in any other good location, such as summer resorts, etc., could often grow Gladioli during spare time for cut flowers and bulb sales at a nice profit and add materially to their income. If you are so situated that you can take advantage of such an opportunity you should write for my latest wholesale list giving lowest prices in all sizes of planting stock, including bulbets of a long list of my choicest varieties. My wholesale list is free to any one who may wish to have it.



## You Can Have the Finest Garden in Your Neighborhood

The Gladiolus is one of the most easily grown and universally adaptable of all flowers. In its stately majesty and beautiful tints and variety of colorings it has no equal. In the garden its long season of bloom, together with its great variety of color, form and types, makes it one of the most striking and noble of all garden subjects.

Make your garden the envy of your friends.

**Kunderd**  
*Gladioli*  
Stand Supreme



I am writing to express my appreciation of the kindly treatment accorded and most excellent results obtained from the Kunderd Gladioli bulbs purchased from you this season. I am a rank amateur at this gladiolus growing but by carefully following your directions the results were certainly most gratifying and I must say in all fairness that the Kunderd bulbs stood head and shoulders above those purchased elsewhere, though all were treated alike.  
Sept. 11, 1925.

H. H. Harned, Maryland.



*A Beautiful Garden is One  
of Nature's Grandest Gifts*



*I want you to enjoy  
my Flowers*



62.25

GLADIOLI KUNDERD KNOW THEM BY THEIR RUFFLED PETALS

THEY ARE GOOD WHEN THEY COME FROM KUNDERD

**A. E. KUNDERD**

THE ORIGINATOR OF THE

**RUFFLED AND THE LACINIATED  
GLADIOLI**LIBRARY  
RECEIVED

★ JAN 31 1928 ★

U. S. Department of Agriculture

Goshen, Indiana,

Sp. price list

**KUNDERD GLADIOLI  
RIVAL THE RAINBOW**

The special collections I offered last season of all different Gladioli from my fine named varieties proved so popular that I am going to give my customers the same opportunity to purchase these wonderful collections again this year at greatly reduced prices. I will make up special assortments from my named varieties each bulb to be different. You do not get the names of the varieties in these collections but they are from the same stock as I fill my orders for named varieties from. If bought under name these same collections would cost several times what I am asking here. You will note that the larger collection the more I am obliged to ask on the average per bulb because in making the larger collections I must use many of my more expensive kinds.

Collection No. 301, 20 different varieties \$2.25, last year's price \$2.80.

Collection No. 302, 30 different varieties \$3.85, last year's price \$4.80.

Collection No. 303, 40 different varieties \$6.70, last year's price \$8.40.

Collection No. 304, 50 different varieties \$10.40, last year's price \$13.00.

Collection No. 305, 75 different varieties \$18.60, last year's price \$23.25.

Collection No. 306, 100 different varieties \$28.80, last year's price \$36.00.

These prices are quoted prepaid and safe arrival guaranteed to any address in the United States and Canada.

**To My Friends and Customers:-**

The date on the calendar again reminds me that spring is only a few weeks away and our thoughts are once more turning to garden making time. No pleasures of the year bring more restful satisfaction than the hours we spend in our garden.

Among the most desirable things to be grown in the garden none are more beautiful than the modern Gladioli. They now easily take first place as the most useful and beautiful flower in the floral kingdom. They are the most easily grown and universally adaptable of all flowers. Their long season of bloom together with the great variety of colors, forms and types make them the most striking and noble of all garden subjects. They are suitable for the widest range of floral uses and for decorative purposes have few if any equals.

Have you ordered all of the KUNDERD GLADIOLI you should have for your garden the coming summer? Just think what joy it would be to have a nice lot of these flowers to beautify your garden and for use as cut flowers, and the pleasure to go into your garden each morning to see what new variety had made its appearance. A surprise awaits you every morning during blooming season. Please notice that prices are greatly reduced this year.

If carefully taken care of KUNDERD bulbs will last many years to come. In fact, they increase rapidly so you will have more and more each year, besides they are so easy to grow if you will follow my simple cultural instructions, as given in the catalog. Make your garden the prettiest it has ever been -- you can do this with KUNDERD GLADIOLI.

Very truly yours,

*A. E. Kunderd.*

P.S. If you are a commercial grower or would like to grow Gladioli for sale of flowers and bulbs you need my new wholesale price list on all planting sizes, including bulbets. I will be glad to send it to anyone interested, upon request.

30 ACRE FIELD OF KUNDERD GLADIOLI (GLORY MIXTURE IN FOREGROUND)